CLAIMS

1. A process for treating keratin material, comprising the simultaneous or consecutive application to keratin material of two compositions (a) and (b):

- composition (a) comprising particles comprising:
  (i) at least one cosmetic active principle comprising one or more aromatic, carbocyclic or heterocyclic, monocyclic or fused polycyclic groups, with a molecular weight of less than or equal to 1000, and
  (ii) at least one synthetic polymer containing aryl groups with a glass transition temperature (T_g) of greater than or equal to 45°C and comprising covalent bonds capable of being cleaved by a reagent R present in composition (b),
- composition (b) comprising at least one reagent R capable of cleaving at least one covalent bond of the synthetic polymer containing aryl groups in the particles of composition (a),

the chemical cleavage of at least one covalent bond of the synthetic polymer containing aryl groups in the particles of composition (a) by reagent R resulting in a release of the aromatic cosmetic active principle.

2. The process according to Claim 1, wherein the cosmetic active principle(s) (i) is (are) water-soluble.

3. The process according to Claim 1, wherein the particles are composite particles in which the cosmetic active principle(s) is (are) dispersed or dissolved in the polymer matrix.

4. The process according to Claim 1, wherein composition (a) further comprises a chemical agent capable of degrading said cosmetic active principle.

5. The process according to Claim 1, wherein the synthetic polymer containing aryl groups is a nonionic polymer.

6. The process according to Claim 1, wherein the glass transition temperature of the synthetic polymer containing aryl groups is greater than 50°C.

7. The process according to Claim 1, wherein the covalent bonds of the aryl-containing polymer which are capable of being cleaved by the reagent R are Si-$C_{aromatic}$ bonds and/or disulphide bonds (S-S).

8. The process according to Claim 7, wherein the polymer containing aryl groups is a polyorganosiloxane comprising aryl groups linked directly to silicon atoms of a siloxane skeleton.

9. The process according to Claim 8, wherein the ratio of the number of aryl groups to the number of silicon atoms in the polymer is 1/15 - 2/1.

10. The process according to Claim 7, wherein the synthetic polymer containing aryl groups is a polyurethane obtained by polycondensation of at least one diisocyanate and of at least one compound comprising two functions containing labile hydrogen, these monomers being chosen such that at least one type of comonomer comprises an aryl group and at least one type of comonomer comprises a disulphide bond (S-S).

11. The process according to Claim 7, wherein the synthetic polymer containing aryl groups is a polyester or polyamide obtained by polycondensation of at least

one diacid or of an activated derivative of a diacid, and, respectively, of at least one diol or of at least one diamine, these comonomers being chosen such that at least one type of comonomer comprises an aryl group and at least one type of comonomer comprises a disulphide bond (S-S).

12. The process according to Claim 1, wherein the reagent R is hydrogen peroxide (H_2O_2).

13. The process according to Claim 1, wherein the aromatic cosmetic active principle has a molecular weight of less than or equal to 500.

14. The process according to Claim 1, wherein the aromatic cosmetic active principle bears at least one ionized or ionizable group.

15. The process according to Claim 1, wherein the weight ratio of the cosmetic active principle to the aryl-containing polymer is 1/1 - 1/50.

16. The process according to Claim 1, wherein the cosmetic active principle is a direct hair dye, an oxidation dye precursor, an organic UV-screening agent or a flavonoid.

17. The process according to Claim 1, wherein the particles present in composition (a) are microparticles with a mean size of 0.05 - 500 μm.

18. The process according to Claim 17, wherein the microparticles have a core-shell structure in which the core is formed from or contains said aromatic cosmetic active principle and the shell comprises or is formed from said synthetic polymer containing aryl groups.

19. The process according to Claim 1, wherein the following are mixed together, immediately before use:

- a dye composition comprising, in a cosmetically acceptable medium, one or more oxidation dye precursors, a reducing agent and an aromatic dye which can be degraded by said reducing agent, this dye being enclosed in particles of a synthetic polymer containing aryl groups, with a glass transition temperature (T_g) of greater than or equal to 45°C and comprising S-S bonds and/or Si-$C_{aromatic}$ bonds, and
- an oxidizing composition comprising hydrogen peroxide,

and wherein the mixture thus obtained is applied to keratin fibres, is left in place for a time that is sufficient to obtain the desired coloration, and the keratin fibres are then rinsed, washed and dried.

20. The process according to Claim 19, wherein the reducing agent is sodium metabisulphite or a thiol.

21. The process according to Claim 1, wherein the glass transition temperature of the synthetic polymer containing aryl groups is greater than 60°C.

22. The process according to Claim 1, wherein the weight ratio of the cosmetic active principle to the aryl-containing polymer is 1/3 - 1/20.

23. The process according to Claim 1, wherein the particles present in composition (a) are particles with a mean size of 0.5 - 10 mm.

24. A kit for the cosmetic treatment of keratin material, comprising at least two compartments (A) and (B) wherein present in said compartments, respectively, are compositions (a) and (b) as defined in Claim 1.

25. The kit according to Claim 21, wherein composition (a) comprises, in a cosmetically acceptable medium, one or more oxidation dye precursors, a reducing agent and an aromatic dye, this dye being enclosed in particles of a synthetic polymer containing aryl groups, with a glass transition temperature (T_g) of greater than or equal to 45°C and comprising S-S bonds and/or Si-phenyl bonds, and composition (b) comprises hydrogen peroxide.